

## The Danville Gifting Network leverages online and social media visibility

Take your business where your customers are—on their mobile devices or online—and tap into the enormous revenue opportunity of the mobile gifting market. In fact, Yiftee has helped thousands of small businesses nationwide gain a competitive edge, enhancing their mobile gifting capabilities, capturing more customer spending and growing their business by leveraging the growth of online and social media usage to reach more customers anytime and anywhere in the U.S. by virtue of the digital gifting service they provide.

The Danville Gifting Network is designed to support the economic growth and vitality of our business community. This no-hassle mobile gifting solution requires no special equipment, no discounting or chargebacks, no revenue sharing and no special accounting.

Boost your sales incrementally all year long with your custom mobile gift card powered by Yiftee. There is NO cancellation fee. NO monthly minimums. NO hidden fees. You pay one single low rate of \$20 each month.

When you subscribe to the Danville Gifting Network, you will receive:

- ▶ Co-branded full price mobile gift card customized with your company's logo and tagline and backed by Mastercard
- ▶ A custom URL gift card landing page for one or more business locations
- ▶ A mobile gift card image link for your website, social media and email marketing campaigns
- ▶ Activation links and button to add to your Facebook page and website
- ▶ National exposure on the Yiftee website
- ▶ Yiftee powered automated email reminders
- ▶ A user-friendly Yiftee Merchant Portal for real time easy-to-use, easy access customized reporting
- ▶ Complimentary print and online marketing support provided by the Town of Danville
- ▶ Ability to leverage gift cards as a promotion and pay for only those redeemed

## Let us help you Go Social, Go Viral, Go Mobile! with a few marketing tips

### WEBSITE

Maximize your website. Spread your message and push your products faster and more effectively. Place your gift card link on your website on the main navigation bar so that customers can easily find it and instantly buy or send mobile gift cards.

Need design ideas? Go to the merchant section of the Yiftee website and take a look at how Galli Restaurant (NYC) and Tacolicious (SF) drive web traffic to their merchant landing page for customers to purchase their mobile gift cards.

### TWITTER

Tweeting a gift is engaging and viral! Instantly boost gift card sales with enticing Tweets offering your mobile gift card. Tweet fun, celebratory messages, and heartwarming quotes. Promote for the holidays, events, birthdays, and special occasions.

### FACEBOOK

Create an attention grabbing App button, or tab, and add it to your Facebook Page. Drive customers to your business landing page that entices them to purchase instantly. Simply log into your Yiftee account, and select "Manage Your eGift" section of your portal to activate.

### EMAIL NEWSLETTERS

Keep your business top of mind with customers—highlight your products and services, inform them of upcoming sales, holiday promotions, new merchandise or events. Keep their attention with informative, inspirational or fun messages. Add a fun and festive image along with your gift card page with the following message..."Can't decide what to get a friend or loved one? Send them a mobile gift card. Simply go to (add link to your business landing page) to purchase, enter name of recipient, personalize and send via email, text or Tweet".

### RECEIPTS

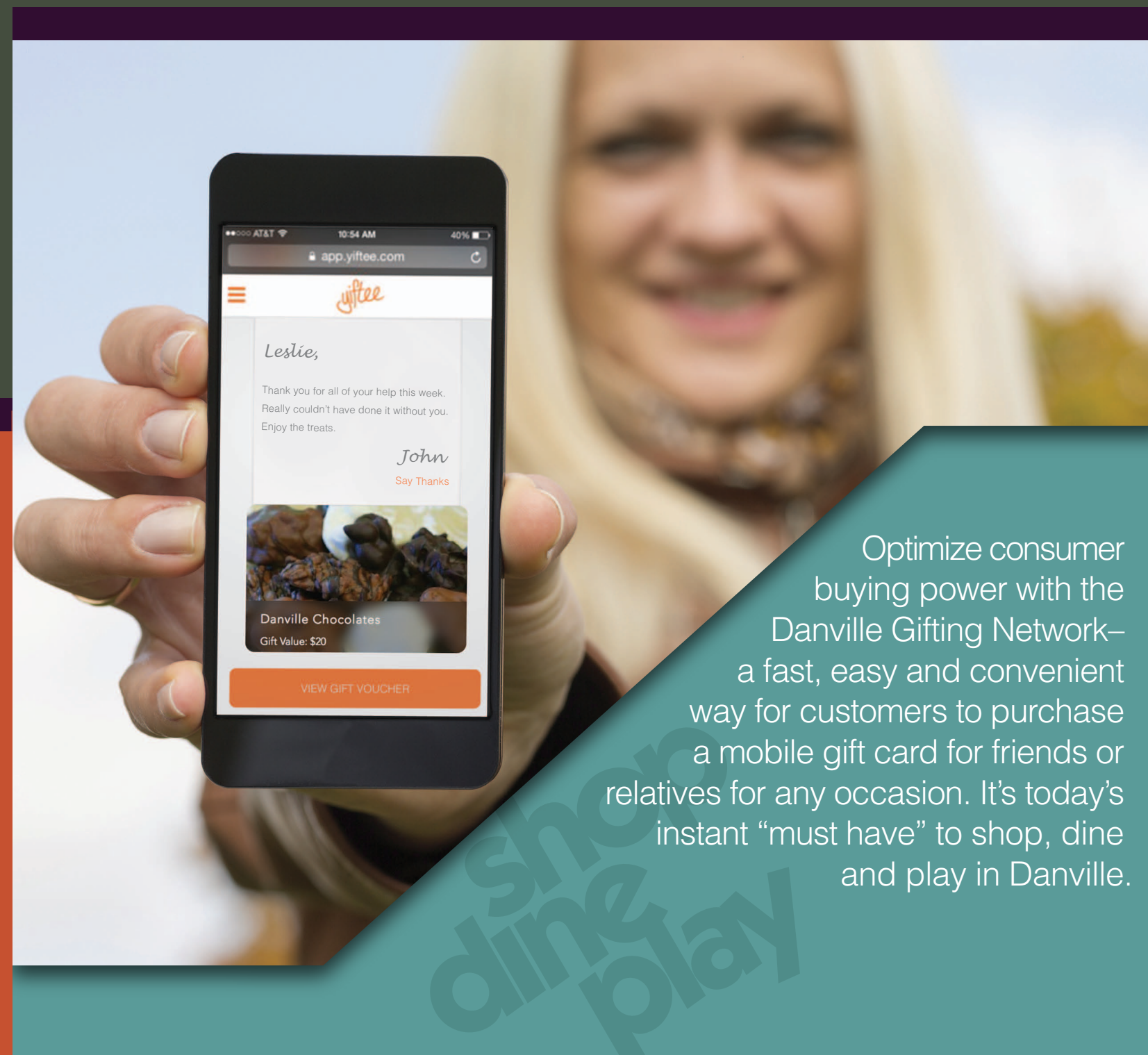
At the bottom of sales slips, replace the usual "Thank you, come again" with "Send a mobile gift card from our website at (your website address)".

Share your marketing campaigns with the Town of Danville and Yiftee or tag us, and we will add it to our social network.

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## Join the Danville Gifting Network! Mobile gifting service for your business



Optimize consumer buying power with the Danville Gifting Network—a fast, easy and convenient way for customers to purchase a mobile gift card for friends or relatives for any occasion. It's today's instant "must have" to shop, dine and play in Danville.

To take advantage of this mobile gift card service, visit  
**ShopDanvilleFirst.com**



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# The Danville Gifting Network – empower customers to spend more with mobile gift cards

Today it's all about optimizing your customer's buying power so that they can shop how they want and when they want. Social gifting is not just a buzzword, it's the future of e-commerce. Mobile gift cards are a billion dollar industry and the fastest-growing personal payment option nationwide...simply because consumers have become accustomed to receiving communications electronically and find mobile gift cards more personable and convenient to use.

The Town of Danville, in conjunction with the Danville Area Chamber of Commerce, have partnered with Yiftee to become the first mobile gift-giving community network in the

U.S. We currently help over 120 retailers and restaurants to drive more foot traffic and sales. Join the network and participate in supporting our community effort.

Boost your sales incrementally all year long with your custom mobile gift card powered by Yiftee. There is NO cancellation fee. NO monthly minimums. NO hidden fees. You pay one single low rate of \$20 each month.

Make your customers happy no matter where they are located by offering them the flexibility of purchasing and paying with your branded mobile gift card.

# Attract, convert and retain customers with your custom business mobile gift card

Any Danville merchant or service professional who has a Danville business license and accepts MasterCard can join the Danville Gifting Network. Go to **shopdanvillefirst.com** and fill out the online form...open your confirmation email...and activate your account with a simulated transaction. It's that easy!

When you join, you are setting up an online business account to manage and issue your custom mobile gift card. To access your account, simply log in to your business portal. Take a minute to upload your company logo and best image to appear on the face of your mobile gift card. Yiftee

will do the rest and have your business landing page up and running in no time for customers to start purchasing.

Your mobile gift card actually puts the power of mobile-gifting into their hands...24/7/365. Friends, customers, and clients will love gifting and redeeming exclusively at your business location, especially for holidays, birthdays, events and special occasions.

So start using your mobile gift cards to build customer loyalty. It's fast, convenient, and what consumers love.



### Danville Mobile Gift Card

The Town of Danville's mobile gift card inspires customers to shop, dine and play at a variety of locations with the use of a single gift card. It is the mobile replacement to carrying a MasterCard "plastic" gift card, and is exclusive to the merchants participating in the Danville Gifting Network. Customers can eat at their favorite restaurant...shop their favorite clothing store...and enjoy a latte afterwards with the same mobile gift card. Transactions are safe, efficient, and easy.

To take advantage of this mobile gift card service, visit **ShopDanvilleFirst.com**

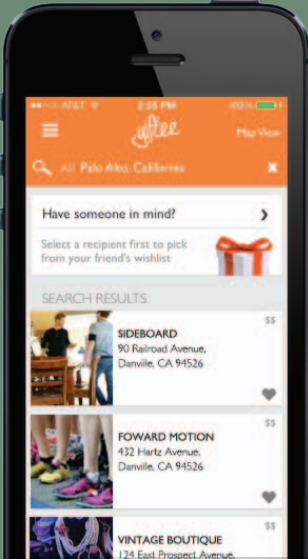


## HOW IT WORKS

Mobile Gift Cards are easy to gift, receive and redeem

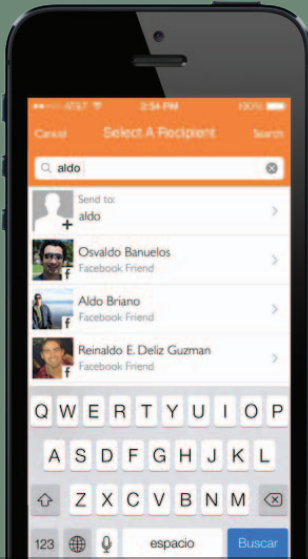
1

Customers choose a recipient.  
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Select a business from the listing.



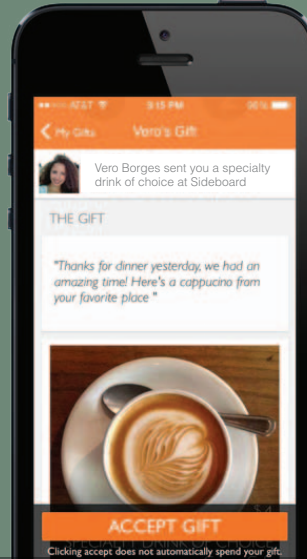
2

Personalize it with a note.  
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Pay online with a credit card.




3

Yiftee notify's the recipient with the mobile gift card (a gift voucher) powered by MasterCard.



4

Merchant keys in the 16-digit number, expiration date and CVV code to process transaction.



**NO chargebacks! NO new equipment! NO system updates! Yiftee 100% fraud protection!**